GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3486
ANSWERED ON:21.12.2015
International Tourism Festivals
Tharoor Dr. Shashi

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any plan to promote tourism to the next level and make the country one of the most attractive destination for the domestic as well as international tourists and if so, the details thereof;
(b) whether the Government has taken any measures to promote State specific tourism on an international platform;
(c) if so, the details thereof and the steps taken by the Government to promote tourism in various States of the country including Karnataka and Kerala along with the funds allocated in this regard during the last three years and the current year;
(d) whether the Government is conducting a Travel Show/Exhibition in the city of Thiruvananthapuram as this would provide an invaluable platform to the local community to promote their products; and
(e) if so, the details thereof and if not, the future plan of the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism (MOT) has launched the following two new schemes in 2014-15:

1) Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes.

Twelve theme based circuits i.e. North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit and Ramayana Circuit have been identified for development under "Swadesh Darshan".

2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Under PRASAD, initially thirteen cities have been identified namely Ajmer, Amritsar, Amaravati, Dwarka, Gaya, Kamakhya, Kanchipuram, Kedarnath, Mathura, Patna, Puri, Varanasi and Velankanni.

The mission objectives of the schemes includes among other things enhancing the tourist attractiveness of the identified destinations/circuits in a sustainable manner by developing world-class infrastructure.

(b) to (e): The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, including the various tourism destinations and products of every State/Union Territory of the country. Ministry of Tourism has undertaken TV Campaigns to promote tourism to the North East Region and to the State of Jammu & Kashmir on Doordarshan and in private television channels across the country.

The Ministry of Tourism (MOT) provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations including the State of Karnataka and Kerala for various tourism projects including fairs, festivals and tourism related events subject to availability of funds, liquidation of pending utilization certificates against the funds released earlier and adherence to the relevant scheme guidelines.

The list of number of projects and amount sanctioned to various States/UTs during the last three years and the current year is given at Annexure-I.

The details of Central Financial Assistance (CFA) sanctioned for fairs and festivals for the State of Karnataka and Kerala during the last three years is given at the Annexure-II.

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